

## INTERNET 1996 WORLD EXPOSITION

### Closing Ceremony to be held December 5 in Kobe, Japan

The Internet 1996 World Exposition, a world's fair for the information age, will hold a closing ceremony on December 5 in Kobe, Japan. The world's fair features pavilions from over 72 countries and has attracted over 500 million web hits, which translates to over 5 million visitors.

Extensive press coverage has been received for the fair, including articles in publications such as the New York Times, Wall Street Journal, San Jose Mercury News, Time, Newsweek, Der Spiegel, Nature, and the New Scientist. On the net, the fair has received rave reviews including numerous "Cool Site of the Day" awards. Over 5000 people have signed the fair guest book.

The fair is more than a virtual fair: over US\$100 million in contributions from industry have created two mammoth infrastructure projects that are responsible for the first pan-Asian network backbone with lines running at 45 million bits per second. Large computers in 9 locations around the world have been linked together to form Central Park, a public park for the global village.

The closing ceremony will bring together over 100 diplomats, corporate presidents, and fair organizers to celebrate the first world's fair to take place all over the world. The ceremony will include a time capsule, a digital video disc, which will be blessed by a priest and then kept in a Kobe museum. Other activities will include a banquet and a press conference.

Attendees at the ceremony will include the Consul General of the US, the President of MCI Japan, the presidents and vice presidents of Japanese corporations such as Sony, and delegations from the Netherlands, the US, Taiwan, Korea, and other countries.

The fair can be visited on the Internet at <http://park.org/> and at numerous places in the real world, such as De Waag in the Netherlands, the National Palace Museum in Taiwan, or Harajuku in Tokyo. A series of large-scale events throughout the year have brought the fair to people who don't have Internet access. These events include the Kasparov v. Deep Blue Chess Match in Philadelphia and the Brain Opera, featured at the Yebisu Garden Place in Tokyo.

Members of the press wishing more information may contact Carl Malamud, General Secretary of the fair by email at [carl@media.org](mailto:carl@media.org) or by fax at the following locations:

Until November 24:

The Century Hyatt in Tokyo. Fax: (81)(03) 334-5575

From Nov. 30 until Dec. 2:

The Century Hyatt in Tokyo. Fax: (81)(03) 334-5575

From Dec. 3 until Dec. 6:

The Kobe Portpia Hotel in Kobe. Fax: (81)(078) 302-6877

Many of the fair participants will be in Tokyo in December 7 to attend a Kabuki performance at the National Theatre and on the Internet. Members of the press who do not wish to travel to Kobe may arrange for interviews at that time.

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## *THE WORLD'S FAIR BY THE NUMBERS*

- As of October 30, 1996, the Internet 1996 World Exposition had 1372 pavilions from over 70 regions/countries of the world. Formal endorsements have been received from 22 world leaders, including 10 heads of state.
- Our main web site, known as Central Park, has fulfilled over 45 million web requests (known as "hits"). Of these hits, over 8 million were for html pages. Our visitors have come from over 120 countries/regions of the world, and over 5,000 have taken the time to sign the guestbook.
- In addition to Central Park traffic, we have received over 30 million hits from our special event sites. We don't know how much traffic is on world's fair pavilions outside of Central Park, but we believe the multiplier is at least a factor of five, leading to a year-end projection of over 540 million web hits for the fair, which is a rate of 17.1 hits per second.
- Inside of Central Park, over 620,000 unique computers have visited us. We know that big service providers, such as America OnLine, are represented as a set of 5-20 "gateway" computers. Based on these statistics, we believe that an attendance figure of over 5 million people during the course of the year is a reasonable official estimate.
- Central Park consists of very large computers, distributed in 9 different locations throughout the world. Our total disk space is 2 terabytes, which is equivalent to over 3,000 CD-ROMs or 1.3 million high-density floppy disks (which would form a stack of floppies over 2.5 miles high).
- The Internet Railroad consists of several dozen dedicated high-speed communications lines, including a line running at 45 million bits per second between Washington, D.C. and Tokyo. If you wanted to achieve the same capacity with 28,800 bps modems, it would take 3200 modems and would cost you (at \$1/minute) \$96,000/hour or \$2.3 million/day or \$840 million for the year. Of course, bulk purchasers get a discount, but even then the line is worth well over \$20 million for the year.
- The Internet Railroad connects 7 countries and has been responsible for a dramatic increase in the connectivity of countries such as Korea, Mongolia, and Cambodia.
- The fair as a whole has received rave reviews from the Internet, including numerous "Cool Site" awards and reviews such as "ultimate site on the planet" and "best graphics to date on the Internet."
- We've estimated the in-kind contribution from our sponsors, including Central Park and the Internet Railroad, to be worth approximately \$100 million. Hundreds of people throughout the world have devoted significant time to the project, including a group of over 100 people who joined the organizing committee in Japan. Sixty-five corporations contributed over \$200,000 and became "Official Organizers."

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## OFFICIAL ORGANIZERS

Official Organizers have contributed at least US\$200,000 (and in many cases, much more) to make Central Park, the Internet Railroad, and the Internet 1996 World Exposition a reality. Let's give them a big hand!

### UNITED STATES

Auspex  
Bay Networks  
IBM  
MCI  
MFS Datanet  
Quantum  
SSDS  
Sun Microsystems  
UUNET Communication Services

### JAPAN

AT&T Jensei Corporation  
Bekkoame Internet Inc.  
City of Kobe  
CSK Corporation  
Dai Nippon Printing Co., Ltd.  
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Fujitsu Limited  
Hitachi, Ltd.  
IBM Japan Ltd.  
Internet Initiative Japan Inc.  
IWE'96 "Kyushu Pavilion" Executive Committee  
JAPAN Satellite Systems Inc.  
Kokusai Denshin Denwa Co., Ltd.  
Matsushita Electric Industrial Co. Ltd.  
Microsoft Co., Ltd.  
NEC Corporation  
Nihon Sun Microsystems K.K.  
NIPPON Telegraph And Telephone Corporation  
NTT Data Corporation  
PSI Japan  
Rapid Systems, Inc.  
Softbank Corp.  
Sony Corporation  
Tokyo Internet Corporation  
TOKYO Telecommunication Network Co., INC  
TOPPAN Printing  
Toshiba Corporation

### NETHERLANDS

Ministry of Economic Affairs  
The City of Amsterdam

### TAIWAN

NII Steering Committee, ROC  
DGT Taiwan

### GERMANY

Siemens Nixdorf  
Deutsche Telekom AG

### CANADA

Corel Corporation

### KOREA

Computer Comm. Promotion Assc. of Korea  
Dacom  
Korean Broadcasting System  
Korea Electric Power Corporation  
Korea Telecom  
LG Electronics  
National Computerization Agency  
Samsung  
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The Maeil Shinmun  
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IBM Korea, Inc.  
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The Taejon Ilbo

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